LEO BURNETT U.S.A.
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Old Brands Not Missed.

—National Smoker Study

Research shows 14 out of 15 MERIT smokers not looking back.

Low tar MERIT has proven that it delivers the flavor of high tar brands—but can it satisfy smokers *long-term*? A nationwide research effort confirms it.

Confirmed: 85% of MERIT smokers say it was an "easy switch" from high tar brands.

Confirmed: 9 out of 10 MERIT smokers not considering other brands.

Confirmed: Overwhelming majority of MERIT smokers say their former high tar brands weren't missed!

And in interviews conducted among thousands of smokers:

Confirmed: Majority of smokers rate MERIT taste equal to—or better than—leading high tar cigarettes tested! *Cigarettes having up to twice the tar.*

Confirmed: Majority of smokers confirm taste satisfaction of low tar MERIT.

This ability to satisfy former high tar smokers over a long period of time could be the most important evidence to date that MERIT is the first real taste alternative for high tar smokers.

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Kings: 8 mg "tar," 0.6 mg nicotine—
100's: 11 mg "tar," 0.7 mg nicotine av. per cigarette, FTC Report May '76

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

MERIT

Kings & 100's

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Source: https://www.industrydocuments.ucsf.edu/docs/fzxx0001

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